

Ballot Working Group Supporter Event - Summary

NUST had multiple board members in attendance both in person and online. The key takeaways based on feedback from the club and attendees were:

- Transparency is key. Members would like to see the number of seats available in each section, success rates, number of entries for each ballot, total number of members etc.
- Members would like the ability to choose where they sit both for their access needs and to be able to sit with family/friends. This was particularly relevant for ambulant disabled fans and for those with young children where the parent has a season ticket and the child does not.
- There were discussions on rewarding members for loyalty/purchase history in the same way that away game attendance is rewarded. This could be done through a weighted ballot or a tiered membership system.
- There were discussions on preference of previous 10am member sale system versus the ballot with a suggestion raised around having a hybrid system in the future ie. ballot for certain percentage of tickets followed by general sale for remaining tickets and possible resale close to kick off for last minute returns.
- Frustrations were raised about the current resale process. There were suggestions that those unsuccessful in the ballot could be randomly allocated to a waiting list for returned tickets.
- Members would like notification if unsuccessful in a ballot to reduce anxiety on ballot draw day. The club fed back that their system can't currently automate this, but it is the most requested feature from all the clubs who use the same provider so may be a future development.
- There was discussion around the possibility of club-controlled weighting of ballot results based on an individual's success rate. So, for example, if successful in one ballot you would move to the bottom of the list or become ineligible for the next ballot. Conversely, there could be positive weighting of those who have been unsuccessful for a number of ballots.
- The ability to enter a ballot by price cap instead of seat category or the ability to enter more than one seat category was requested. The club said this was a possibility but would lead to another step in the ballot process with time constraints if you were successful in the ballot and then needed to log in and select your seat within a set timeframe.

- There was suggestion from the floor for a system to guarantee at least one game per season for members.
- Tables discussed unlimited memberships – many members felt they should be limited going forward.
- Ideas on the introduction of an NUFC App for all functions in one place eg. Account, Ticket Sales, Ballot Entry etc.
- Ideas on how to prevent touts/bots/away fans from purchasing tickets. The club reiterated that they have bought third party tickets from resellers in recent months and all have been fake. They have put in increased measures to prevent bots and the challenge is to stay ahead of the game.
- Members who also attend Newcastle United Women's games requested a better system for purchasing NUW home tickets.

The club will be holding a workshop in March focusing on match day atmosphere.

NUST look forward to working with the club to ensure the opinions presented by supporters at this workshop are listened to and acted upon to improve the experience of Newcastle United members.

It was great to meet everyone we had the pleasure of chatting to.